

EXHIBIT B

Invoices

Signal Interactive Media LLC

1155 Connecticut Ave NW, Suite 400
Washington, DC 20036 US
signalinteractive.com



BILL TO

Attn: John Kim
LTL Management LLC
501 George Street
New Brunswick, NJ 08933

INVOICE 10345

DATE 04/30/2023 **TERMS** Due on Receipt

DUE DATE 04/30/2023

ACTIVITY	QTY	RATE	AMOUNT
Consulting Services LTL Bankruptcy - April 2023 Consulting Hours	1	117,705.00	117,705.00
Expenses LTL Bankruptcy - comScore Data (US)	1	40,280.00	40,280.00

Please remit payment by ACH/Wire:

Signal Interactive Media LLC - Checking Account
Banking Institution: Amalgamated Bank
Account #: 11600272
Routing #: 026003379

TOTAL DUE **USD**
157,985.00

Service	First Name	Last Name	Date	Project	Description	Hours	Billable Rate	Billable Amount
Expert	Shannon	Wheatman	4/17/23	LTL Bankruptcy	Email Genna Ghaul additional questions	0.2	\$650.00	\$130.00
Media Planner	Kristen	Davis	4/18/23	LTL Bankruptcy	Review email and attachments from Shannon Wheatman re: case background, claimant demographics, and comparable programs	0.8	\$350.00	\$280.00
Media Planner	Kristen	Davis	4/18/23	LTL Bankruptcy	Call with Shannon Wheatman and Danielle Spencer regarding notice plan program development next steps, deliverable, and deadline	0.9	\$350.00	\$315.00
Media Planner	Kristen	Davis	4/18/23	LTL Bankruptcy	Draft email to team regarding outreach plan and next steps	0.4	\$350.00	\$140.00
Media Planner	Kristen	Davis	4/18/23	LTL Bankruptcy	Communicate with Danielle Spencer and Kate Thomas about plan development deadlines, meeting schedule, and task allocation	0.3	\$350.00	\$105.00
Media Planner	Kristen	Davis	4/18/23	LTL Bankruptcy	Begin draft of digital portion of notice plan	0.4	\$350.00	\$140.00
Media Planner	Jordan	Fox	4/18/23	LTL Bankruptcy	Analyze Cable research for outreach plan	1	\$350.00	\$350.00
Media Planner	Jordan	Fox	4/18/23	LTL Bankruptcy	Research contact info for National TV and Cable and request rates	2.1	\$350.00	\$735.00
Media Planner	Jordan	Fox	4/18/23	LTL Bankruptcy	Review initial research and analysis from Shannon Wheatman	2.5	\$350.00	\$875.00
Media Planner	Precious	McKinney	4/18/23	LTL Bankruptcy	Research and contact organizations for print and digital advertising	1.1	\$350.00	\$385.00
Media Planner	Gabrielle	Quintana Green	4/18/23	LTL Bankruptcy	Call with Shannon Wheatman to discuss TV components	0.4	\$350.00	\$140.00
Media Planner	Danielle	Spencer	4/18/23	LTL Bankruptcy	Call to discuss project with Shannon Wheatman and Kristen Davis	0.9	\$350.00	\$315.00
Expert	Shannon	Wheatman	4/18/23	LTL Bankruptcy	Call with Kristen Davis and Danielle Spencer to discuss media program	0.9	\$650.00	\$585.00
Expert	Shannon	Wheatman	4/18/23	LTL Bankruptcy	Review Informational Brief and first day motions for case no. 23-12825	1.3	\$650.00	\$845.00
Expert	Shannon	Wheatman	4/18/23	LTL Bankruptcy	Research data on mesothelioma and ovarian cancer in the US	0.8	\$650.00	\$520.00
Expert	Shannon	Wheatman	4/18/23	LTL Bankruptcy	Draft overview document of bankruptcy and include information relating to notice of plan from other bankruptcy cases	3.6	\$650.00	\$2,340.00
Expert	Shannon	Wheatman	4/18/23	LTL Bankruptcy	Call with Gabrielle Quintana Greenfield to discuss TV components	0.4	\$650.00	\$260.00
Expert	Shannon	Wheatman	4/18/23	LTL Bankruptcy	Emails with Genna Ghaul over outstanding questions	0.3	\$650.00	\$195.00
Expert	Shannon	Wheatman	4/18/23	LTL Bankruptcy	Call with data provider about media survey data for print measurement	0.4	\$650.00	\$260.00
Media Planner	Kristen	Davis	4/19/23	LTL Bankruptcy	Call with Shannon Wheatman to discuss digital plan	1.6	\$350.00	\$560.00
Media Planner	Kristen	Davis	4/19/23	LTL Bankruptcy	Strategize digital platforms and targeting for notice plan	0.7	\$350.00	\$245.00
Media Planner	Kristen	Davis	4/19/23	LTL Bankruptcy	Email vendors in connection with the notice program	0.7	\$350.00	\$245.00
Media Planner	Kristen	Davis	4/19/23	LTL Bankruptcy	Email Danielle Spencer about auditing notice plan and other strategies	0.6	\$350.00	\$210.00
Media Planner	Kristen	Davis	4/19/23	LTL Bankruptcy	Call with streaming radio vendor to discuss a plan	0.3	\$350.00	\$105.00
Media Planner	Kristen	Davis	4/19/23	LTL Bankruptcy	Review potential placement options for certain publications	0.1	\$350.00	\$35.00
Media Planner	Jordan	Fox	4/19/23	LTL Bankruptcy	Modify strategy based on directions from Shannon Wheatman	0.2	\$350.00	\$70.00
Media Planner	Jordan	Fox	4/19/23	LTL Bankruptcy	Planning call with Gabrielle Greenfield, Miles King, and Scott Kennedy	0.6	\$350.00	\$210.00
Media Planner	Jordan	Fox	4/19/23	LTL Bankruptcy	Research regarding outreach plan	0.5	\$350.00	\$175.00
Media Planner	Jordan	Fox	4/19/23	LTL Bankruptcy	Review historical research on TV ratings	0.8	\$350.00	\$280.00
Media Planner	Scott	Kennedy	4/19/23	LTL Bankruptcy	Planning call with Gabrielle Greenfield, Jordan Fox, and Miles King	0.6	\$350.00	\$210.00
Media Planner	Miles	King	4/19/23	LTL Bankruptcy	Call with Nielsen over ratings measurement	0.5	\$350.00	\$175.00
Media Planner	Miles	King	4/19/23	LTL Bankruptcy	Planning call with Gabrielle Greenfield, Jordan Fox, and Scott Kennedy	0.6	\$350.00	\$210.00
Media Planner	Gabrielle	Quintana Green	4/19/23	LTL Bankruptcy	Planning call Jordan Fox, Scott Kennedy, and Miles King	0.6	\$350.00	\$210.00
Media Planner	Danielle	Spencer	4/19/23	LTL Bankruptcy	Call with Kate Thomas and Shannon Wheatman about staffing and bankruptcy case background	0.4	\$350.00	\$140.00
Media Planner	Danielle	Spencer	4/19/23	LTL Bankruptcy	Respond to Kristen Davis about answers to strategy questions	0.7	\$350.00	\$245.00
Media Planner	Kate	Thomas	4/19/23	LTL Bankruptcy	Call with Danielle Spencer and Shannon Wheatman about background of case and staffing	0.4	\$350.00	\$140.00
Media Planner	Justin	Washington	4/19/23	LTL Bankruptcy	Call radio vendors to discuss rates	0.5	\$350.00	\$175.00
Media Planner	Justin	Washington	4/19/23	LTL Bankruptcy	Call with vendor to discuss buying national TV/Cable and discuss how to achieve reach with linear TV and cable	1	\$350.00	\$350.00
Media Planner	Justin	Washington	4/19/23	LTL Bankruptcy	Contact media vendors and request for Q3 rates	0.3	\$350.00	\$105.00
Media Planner	Justin	Washington	4/19/23	LTL Bankruptcy	Draft and email requests to station reps	0.4	\$350.00	\$140.00
Media Planner	Justin	Washington	4/19/23	LTL Bankruptcy	Prepare strategy sheet to share with vendors	0.8	\$350.00	\$280.00
Media Planner	Justin	Washington	4/19/23	LTL Bankruptcy	Request local radio rates from station reps	0.3	\$350.00	\$105.00
Media Planner	Justin	Washington	4/19/23	LTL Bankruptcy	Revise national TV buy in measurement platform	0.8	\$350.00	\$280.00
Media Planner	Justin	Washington	4/19/23	LTL Bankruptcy	Set up prototype of national buy in Nielsen	0.7	\$350.00	\$245.00
Expert	Shannon	Wheatman	4/19/23	LTL Bankruptcy	Email print vendors to get costs	0.5	\$650.00	\$325.00
Expert	Shannon	Wheatman	4/19/23	LTL Bankruptcy	Email media vendor to get costs	0.4	\$650.00	\$260.00
Expert	Shannon	Wheatman	4/19/23	LTL Bankruptcy	Create chart of required deliverable to meet client deadline	0.5	\$650.00	\$325.00
Expert	Shannon	Wheatman	4/19/23	LTL Bankruptcy	Review plan that media outlet pulled together	0.6	\$650.00	\$390.00
Expert	Shannon	Wheatman	4/19/23	LTL Bankruptcy	Call with media outlet to request materials	0.8	\$650.00	\$520.00
Expert	Shannon	Wheatman	4/19/23	LTL Bankruptcy	Plan print portion of the media program using media survey data	2.4	\$650.00	\$1,560.00
Expert	Shannon	Wheatman	4/19/23	LTL Bankruptcy	Review presentations before NJ bankruptcy Court	0.6	\$650.00	\$390.00
Expert	Shannon	Wheatman	4/19/23	LTL Bankruptcy	Call with print vendor to discuss plan	0.4	\$650.00	\$260.00
Expert	Shannon	Wheatman	4/19/23	LTL Bankruptcy	Email Genna Ghaul about accessing documents	0.1	\$650.00	\$65.00
Expert	Shannon	Wheatman	4/19/23	LTL Bankruptcy	Review claimant data	0.5	\$650.00	\$325.00
Expert	Shannon	Wheatman	4/19/23	LTL Bankruptcy	Review pleadings in case no. 23-12825	0.8	\$650.00	\$520.00
Expert	Shannon	Wheatman	4/19/23	LTL Bankruptcy	Call with Kristen Davis to discuss digital plan	1.6	\$650.00	\$1,040.00
Expert	Shannon	Wheatman	4/19/23	LTL Bankruptcy	Call with Danielle Spencer and Kate Thomas to discuss background and staffing	0.4	\$650.00	\$260.00
Media Planner	Kristen	Davis	4/20/23	LTL Bankruptcy	Continue drafting digital notice plan and budget	5.2	\$350.00	\$1,820.00
Media Planner	Jordan	Fox	4/20/23	LTL Bankruptcy	Analyze ranker for cable networks to make targeting recommendations	0.3	\$350.00	\$105.00
Media Planner	Jordan	Fox	4/20/23	LTL Bankruptcy	Call with Miles King to review radio rankers to make media recommendations	0.6	\$350.00	\$210.00
Media Planner	Jordan	Fox	4/20/23	LTL Bankruptcy	Check in call with Christine Killian, Justin Washington, and Miles King	0.4	\$350.00	\$140.00
Media Planner	Jordan	Fox	4/20/23	LTL Bankruptcy	Initial rate gathering planning calls with Miles King	1.1	\$350.00	\$385.00
Media Planner	Jordan	Fox	4/20/23	LTL Bankruptcy	Meeting with Miles King to discuss ratings and buying recommendations	0.8	\$350.00	\$280.00
Media Planner	Jordan	Fox	4/20/23	LTL Bankruptcy	Research additional outlets for TV/Cable	0.5	\$350.00	\$175.00
Media Planner	Jordan	Fox	4/20/23	LTL Bankruptcy	Review changes to local radio target markets	0.2	\$350.00	\$70.00
Media Planner	Jordan	Fox	4/20/23	LTL Bankruptcy	Review of programming on each TV network and identify owners for planning schedule	0.5	\$350.00	\$175.00
Media Planner	Jordan	Fox	4/20/23	LTL Bankruptcy	Review updated information for TV buy	0.5	\$350.00	\$175.00
Media Planner	Jordan	Fox	4/20/23	LTL Bankruptcy	Review vendor information to determine national channels for radio schedule	0.5	\$350.00	\$175.00
Media Planner	Christine	Killian	4/20/23	LTL Bankruptcy	Check in call with Jordan Fox, Justin Washington, and Miles King	0.4	\$350.00	\$140.00
Media Planner	Christine	Killian	4/20/23	LTL Bankruptcy	Create binder for Cable/TV information	0.3	\$350.00	\$105.00
Media Planner	Christine	Killian	4/20/23	LTL Bankruptcy	Create binder for radio information	0.5	\$350.00	\$175.00
Media Planner	Christine	Killian	4/20/23	LTL Bankruptcy	Create rate request status chart	0.3	\$350.00	\$105.00
Media Planner	Christine	Killian	4/20/23	LTL Bankruptcy	Input national data into Nielsen	1.5	\$350.00	\$525.00
Media Planner	Miles	King	4/20/23	LTL Bankruptcy	Call Shannon Wheatman to discuss planning and cross-platform measurement	0.4	\$350.00	\$140.00
Media Planner	Miles	King	4/20/23	LTL Bankruptcy	Call with Jordan Fox to review radio rankers to make media recommendations	0.6	\$350.00	\$210.00
Media Planner	Miles	King	4/20/23	LTL Bankruptcy	Call with Nielsen on measuring reach and frequency on a national level	0.3	\$350.00	\$105.00
Media Planner	Miles	King	4/20/23	LTL Bankruptcy	Check in call with Jordan Fox, Christine Killian, and Justin Washington	0.4	\$350.00	\$140.00
Media Planner	Miles	King	4/20/23	LTL Bankruptcy	Email Nielsen regarding contract for project	0.1	\$350.00	\$35.00
Media Planner	Miles	King	4/20/23	LTL Bankruptcy	Initial rate gathering planning calls with Jordan Fox	1.1	\$350.00	\$385.00
Media Planner	Miles	King	4/20/23	LTL Bankruptcy	Meeting with Jordan Fox to discuss ratings and buying recommendations	0.8	\$350.00	\$280.00
Media Planner	Miles	King	4/20/23	LTL Bankruptcy	Review TV and radio plans	0.4	\$350.00	\$140.00
Media Planner	Justin	Washington	4/20/23	LTL Bankruptcy	Call radio vendors to discuss plan and reach goals	0.9	\$350.00	\$315.00
Media Planner	Justin	Washington	4/20/23	LTL Bankruptcy	Call with vendor on TV measurement	0.5	\$350.00	\$175.00
Media Planner	Justin	Washington	4/20/23	LTL Bankruptcy	Calls to vendors to check on the status of rates	0.3	\$350.00	\$105.00
Media Planner	Justin	Washington	4/20/23	LTL Bankruptcy	Calls with radio and TV vendors	0.9	\$350.00	\$315.00
Media Planner	Justin	Washington	4/20/23	LTL Bankruptcy	Check in call with Jordan Fox, Christine Killian, and Miles King	0.4	\$350.00	\$140.00
Media Planner	Justin	Washington	4/20/23	LTL Bankruptcy	Email vendor for TV measurement for addendum to current contract	0.2	\$350.00	\$70.00
Media Planner	Justin	Washington	4/20/23	LTL Bankruptcy	Follow up with vendors on status of TV/Cable rates	0.5	\$350.00	\$175.00

Media Planner	Justin	Washington	4/20/23	LTL Bankruptcy	Organize all data for radio schedules	0.5	\$350.00	\$175.00
Media Planner	Justin	Washington	4/20/23	LTL Bankruptcy	Overview meetings with all vendors to compile full media plan details	1.6	\$350.00	\$560.00
Media Planner	Justin	Washington	4/20/23	LTL Bankruptcy	Request data for target demographic from vendors	0.7	\$350.00	\$245.00
					Respond to radio vendor and follow up with representative to define parameters of project	0.5	\$350.00	\$175.00
Media Planner	Justin	Washington	4/20/23	LTL Bankruptcy	Send updated list of local radio markets to radio vendors	0.3	\$350.00	\$105.00
Media Planner	Justin	Washington	4/20/23	LTL Bankruptcy	Speak with vendor regarding TV	0.2	\$350.00	\$70.00
Media Planner	Justin	Washington	4/20/23	LTL Bankruptcy	Speak with vendors about TV and radio ratings	0.4	\$350.00	\$140.00
Expert	Shannon	Wheatman	4/20/23	LTL Bankruptcy	Review media rates and media kits from print publications	0.5	\$650.00	\$325.00
					Use media survey data to rank highest reaching print publication against primary target audience	0.7	\$650.00	\$455.00
Expert	Shannon	Wheatman	4/20/23	LTL Bankruptcy	Reach out to print vendor contacts for pricing	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	4/20/23	LTL Bankruptcy	Create estimate template for tracking costs	0.4	\$650.00	\$260.00
Expert	Shannon	Wheatman	4/20/23	LTL Bankruptcy	Research demographic information for potential claimants	1.3	\$650.00	\$845.00
Expert	Shannon	Wheatman	4/20/23	LTL Bankruptcy	Emails to Gabrielle Quintana Greenfield about Nielsen data	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	4/20/23	LTL Bankruptcy	Begin drafting declaration laying out research related to media habits	6.8	\$650.00	\$4,420.00
Expert	Shannon	Wheatman	4/20/23	LTL Bankruptcy	Call with Miles King about internet measurement and Nielsen data	0.4	\$650.00	\$260.00
Media Planner	Kristen	Davis	4/21/23	LTL Bankruptcy	Inquire with media team about press release pricing	0.1	\$350.00	\$35.00
Media Planner	Kristen	Davis	4/21/23	LTL Bankruptcy	Prepare list of notice materials for translation	0.1	\$350.00	\$35.00
					Draft email to Kate Thomas and Shannon Wheatman sharing the draft digital budget and plan	0.5	\$350.00	\$175.00
Media Planner	Jordan	Fox	4/21/23	LTL Bankruptcy	Call with Gabrielle Quintana Greenfield	0.1	\$350.00	\$35.00
Media Planner	Jordan	Fox	4/21/23	LTL Bankruptcy	Call with Miles King to review plan	0.2	\$350.00	\$70.00
Media Planner	Jordan	Fox	4/21/23	LTL Bankruptcy	Check in call with Christine Killian, Justin Washington, and Miles King	0.3	\$350.00	\$105.00
					Continue review of programming on each TV network and identify owners for planning schedule	0.3	\$350.00	\$105.00
Media Planner	Jordan	Fox	4/21/23	LTL Bankruptcy	Research local radio stations	2.8	\$350.00	\$980.00
Media Planner	Jordan	Fox	4/21/23	LTL Bankruptcy	Review filed rates from stations to maintain records	0.3	\$350.00	\$105.00
Media Planner	Scott	Kennedy	4/21/23	LTL Bankruptcy	Call with Gabrielle Quintana Greenfield	0.1	\$350.00	\$35.00
Media Planner	Scott	Kennedy	4/21/23	LTL Bankruptcy	Call with Miles King to update on progress	0.2	\$350.00	\$70.00
Media Planner	Christine	Killian	4/21/23	LTL Bankruptcy	Check in call with Jordan Fox, Justin Washington, and Miles King	0.3	\$350.00	\$105.00
Media Planner	Christine	Killian	4/21/23	LTL Bankruptcy	Input information into Nielsen for measurement	1.9	\$350.00	\$665.00
Media Planner	Christine	Killian	4/21/23	LTL Bankruptcy	Load local radio files to measurement platform	0.5	\$350.00	\$175.00
Media Planner	Miles	King	4/21/23	LTL Bankruptcy	Call with Jordan Fox to review plan	0.2	\$350.00	\$70.00
Media Planner	Miles	King	4/21/23	LTL Bankruptcy	Call with Scott Kennedy on progress	0.2	\$350.00	\$70.00
Media Planner	Miles	King	4/21/23	LTL Bankruptcy	Check in call with Jordan Fox, Christine Killian, and Justin Washington	0.3	\$350.00	\$105.00
Media Planner	Miles	King	4/21/23	LTL Bankruptcy	Email Nielsen regarding potential contract for project	0.1	\$350.00	\$35.00
Media Planner	Precious	McKinney	4/21/23	LTL Bankruptcy	Research organizations on social media to target per Kristen Davis	1.5	\$350.00	\$525.00
Media Planner	Precious	McKinney	4/21/23	LTL Bankruptcy	Email digital vendors for pricing	0.4	\$350.00	\$140.00
Media Planner	Gabrielle	Quintana Green	4/21/23	LTL Bankruptcy	Call with Jordan Fox	0.1	\$350.00	\$35.00
Media Planner	Gabrielle	Quintana Green	4/21/23	LTL Bankruptcy	Call with Scott Kennedy	0.1	\$350.00	\$35.00
Media Planner	Gabrielle	Quintana Green	4/21/23	LTL Bankruptcy	Emails to Miles King and Shannon Wheatman	0.1	\$350.00	\$35.00
Media Planner	Justin	Washington	4/21/23	LTL Bankruptcy	Call with radio vendor to discuss data for primary target audience	0.9	\$350.00	\$315.00
Media Planner	Justin	Washington	4/21/23	LTL Bankruptcy	Check in call with Jordan Fox, Christine Killian, and Miles King	0.3	\$350.00	\$105.00
Media Planner	Justin	Washington	4/21/23	LTL Bankruptcy	Request TV rates from station reps	0.3	\$350.00	\$105.00
Media Planner	Justin	Washington	4/21/23	LTL Bankruptcy	Send questions to reps regarding traffic and payment process	0.5	\$350.00	\$175.00
Media Planner	Justin	Washington	4/21/23	LTL Bankruptcy	Speak with TV reps regarding proposal questions	0.3	\$350.00	\$105.00
Expert	Shannon	Wheatman	4/21/23	LTL Bankruptcy	Calls with TV vendor to discuss program plan	0.5	\$650.00	\$325.00
Expert	Shannon	Wheatman	4/21/23	LTL Bankruptcy	Continue to draft declaration	5.2	\$650.00	\$3,380.00
Expert	Shannon	Wheatman	4/21/23	LTL Bankruptcy	Review and edit initial draft on digital program	2.1	\$650.00	\$1,365.00
Expert	Shannon	Wheatman	4/21/23	LTL Bankruptcy	Review information on demographics and media habits	0.4	\$650.00	\$260.00
Expert	Shannon	Wheatman	4/21/23	LTL Bankruptcy	Email PR firm for press release costs	0.1	\$650.00	\$65.00
Expert	Shannon	Wheatman	4/21/23	LTL Bankruptcy	Review data provided by Debtor	0.6	\$650.00	\$390.00
Expert	Shannon	Wheatman	4/21/23	LTL Bankruptcy	Call with Gabrielle Quintana Greenfield to discuss TV plan	0.3	\$650.00	\$195.00
					Review demographic and media usage data for all target audiences and develop media recommendations for notice plan	2.3	\$650.00	\$1,495.00
Expert	Shannon	Wheatman	4/21/23	LTL Bankruptcy	Call with Shannon Wheatman	0.2	\$350.00	\$70.00
Expert	Gabrielle	Quintana Green	4/22/23	LTL Bankruptcy	Continue to draft declaration on Supplemental Notice Plan	6.4	\$650.00	\$4,160.00
					Email Kristen Davis, Danielle Spencer, Gabrielle Quintana Greenfield, and Miles King the draft declaration for them to fill in missing information	0.3	\$650.00	\$195.00
Expert	Shannon	Wheatman	4/22/23	LTL Bankruptcy	King the draft declaration for them to fill in missing information	0.3	\$650.00	\$195.00
Media Planner	Jordan	Fox	4/24/23	LTL Bankruptcy	Call with Miles King to discuss planning status	0.1	\$350.00	\$35.00
Media Planner	Jordan	Fox	4/24/23	LTL Bankruptcy	Check in call with Christine Killian, Justin Washington, and Miles King	0.6	\$350.00	\$210.00
Media Planner	Jordan	Fox	4/24/23	LTL Bankruptcy	Finalize local radio schedules	2.5	\$350.00	\$875.00
Media Planner	Jordan	Fox	4/24/23	LTL Bankruptcy	Finalize national media plan	2.8	\$350.00	\$980.00
Media Planner	Jordan	Fox	4/24/23	LTL Bankruptcy	Research TV outlet and request rates	0.7	\$350.00	\$245.00
Media Planner	Jordan	Fox	4/24/23	LTL Bankruptcy	Review measurement information for plan	1.8	\$350.00	\$630.00
Media Planner	Jordan	Fox	4/24/23	LTL Bankruptcy	Work on national radio plan	1.8	\$350.00	\$630.00
Media Planner	Christine	Killian	4/24/23	LTL Bankruptcy	Check in call with Jordan Fox, Justin Washington, and Miles King	0.6	\$350.00	\$210.00
					Email measurement vendor with all order numbers from Nielson to have purchased data loaded	0.2	\$350.00	\$70.00
Media Planner	Christine	Killian	4/24/23	LTL Bankruptcy	Load national TV rates into measurement platform	0.3	\$350.00	\$105.00
Media Planner	Christine	Killian	4/24/23	LTL Bankruptcy	Update rate status chart	0.3	\$350.00	\$105.00
Media Planner	Miles	King	4/24/23	LTL Bankruptcy	Call Jordan Fox to discuss planning status	0.1	\$350.00	\$35.00
Media Planner	Miles	King	4/24/23	LTL Bankruptcy	Check in call with Jordan Fox, Christine Killian, and Justin Washington	0.6	\$350.00	\$210.00
Media Planner	Precious	McKinney	4/24/23	LTL Bankruptcy	Continue to research organizations on social media	3	\$350.00	\$1,050.00
Media Planner	Precious	McKinney	4/24/23	LTL Bankruptcy	Review digital costs provided by vendors	0.4	\$350.00	\$140.00
Media Planner	Gabrielle	Quintana Green	4/24/23	LTL Bankruptcy	Review declaration needs and schedule follow up discussion	0.1	\$350.00	\$35.00
Media Planner	Justin	Washington	4/24/23	LTL Bankruptcy	Call radio measurement vendor to inquire about the data needed from Nielsen	0.3	\$350.00	\$105.00
Media Planner	Justin	Washington	4/24/23	LTL Bankruptcy	Call with data vendor to help with uploading national radio files	0.2	\$350.00	\$70.00
Media Planner	Justin	Washington	4/24/23	LTL Bankruptcy	Call with radio vendor to discuss data for primary target audience	0.4	\$350.00	\$140.00
Media Planner	Justin	Washington	4/24/23	LTL Bankruptcy	Calls with radio vendors	0.7	\$350.00	\$245.00
Media Planner	Justin	Washington	4/24/23	LTL Bankruptcy	Check in call with Jordan Fox, Christine Killian, and Miles King	0.6	\$350.00	\$210.00
Media Planner	Justin	Washington	4/24/23	LTL Bankruptcy	Compile rates for network radio, local radio, and TV.	0.9	\$350.00	\$315.00
Media Planner	Justin	Washington	4/24/23	LTL Bankruptcy	Follow up with local radio vendor on missing rates	0.3	\$350.00	\$105.00
Media Planner	Justin	Washington	4/24/23	LTL Bankruptcy	Request local radio rates	0.3	\$350.00	\$105.00
Expert	Shannon	Wheatman	4/24/23	LTL Bankruptcy	Continue to research media habits	1.2	\$650.00	\$780.00
Expert	Shannon	Wheatman	4/24/23	LTL Bankruptcy	Add print media and media usage into declaration	2.5	\$650.00	\$1,625.00
Expert	Shannon	Wheatman	4/24/23	LTL Bankruptcy	Review media options and add details into declaration	1	\$650.00	\$650.00
Expert	Shannon	Wheatman	4/24/23	LTL Bankruptcy	Email print vendor for revised ad size pricing	0.1	\$650.00	\$65.00
					Draft longer form notice summarizing terms of the plan of reorganization and rights thereunder	2.9	\$650.00	\$1,885.00
Expert	Shannon	Wheatman	4/24/23	LTL Bankruptcy	Draft Talc Claim publication notice	1.4	\$650.00	\$910.00
Media Planner	Kristen	Davis	4/25/23	LTL Bankruptcy	Email translation company about pricing estimates	0.1	\$350.00	\$35.00
Media Planner	Kristen	Davis	4/25/23	LTL Bankruptcy	Email digital vendor about status of proposal	0.1	\$350.00	\$35.00
Media Planner	Kristen	Davis	4/25/23	LTL Bankruptcy	Email digital vendor to schedule a call to review proposal	0.1	\$350.00	\$35.00
Media Planner	Kristen	Davis	4/25/23	LTL Bankruptcy	Review email from Shannon Wheatman on status of declaration	0.1	\$350.00	\$35.00
Media Planner	Kristen	Davis	4/25/23	LTL Bankruptcy	Review vendor proposals	0.6	\$350.00	\$210.00
Media Planner	Kristen	Davis	4/25/23	LTL Bankruptcy	Call with Shannon Wheatman and Kate Thomas to review notice plan	1.2	\$350.00	\$420.00

Media Planner	Jordan	Fox	4/25/23	LTL Bankruptcy	Check in call with Christine Killian, Justin Washington, and Miles King	0.3	\$350.00	\$105.00
Media Planner	Jordan	Fox	4/25/23	LTL Bankruptcy	Finalize local radio schedule	1.6	\$350.00	\$560.00
Media Planner	Jordan	Fox	4/25/23	LTL Bankruptcy	Finalize measurements for secondary target audience	0.8	\$350.00	\$280.00
Media Planner	Jordan	Fox	4/25/23	LTL Bankruptcy	Finalize national radio schedule	3.2	\$350.00	\$1,120.00
Media Planner	Christine	Killian	4/25/23	LTL Bankruptcy	Check in call with Jordan Fox, Justin Washington, and Miles King	0.3	\$350.00	\$105.00
Media Planner	Christine	Killian	4/25/23	LTL Bankruptcy	Input media plan to confirm measurement	5.8	\$350.00	\$2,030.00
Media Planner	Christine	Killian	4/25/23	LTL Bankruptcy	Upload radio data into measurement platform	0.3	\$350.00	\$105.00
Media Planner	Miles	King	4/25/23	LTL Bankruptcy	Check in call with Jordan Fox, Christine Killian, and Justin Washington	0.3	\$350.00	\$105.00
Media Planner	Precious	McKinney	4/25/23	LTL Bankruptcy	Continue to research relevant organizations to target	1.3	\$350.00	\$455.00
Media Planner	Justin	Washington	4/25/23	LTL Bankruptcy	Check in call with Jordan Fox, Christine Killian, and Miles King	0.3	\$350.00	\$105.00
Media Planner	Justin	Washington	4/25/23	LTL Bankruptcy	Follow up with radio reps on missing information	0.3	\$350.00	\$105.00
Media Planner	Justin	Washington	4/25/23	LTL Bankruptcy	Speak with TV vendor	0.3	\$350.00	\$105.00
Expert	Shannon	Wheatman	4/25/23	LTL Bankruptcy	Continue to draft and lay out publication notice	0.9	\$650.00	\$585.00
Expert	Shannon	Wheatman	4/25/23	LTL Bankruptcy	Review print media kits and add details to estimate and declaration	2.6	\$650.00	\$1,690.00
Expert	Shannon	Wheatman	4/25/23	LTL Bankruptcy	Call with Kristen Davis and Kate Thomas to discuss digital plan	1.2	\$650.00	\$780.00
Expert	Shannon	Wheatman	4/25/23	LTL Bankruptcy	Call with TV vendor to discuss print plan	0.3	\$650.00	\$195.00
Expert	Shannon	Wheatman	4/25/23	LTL Bankruptcy	Review print media kits and draft media schedule	1.2	\$650.00	\$780.00
Expert	Shannon	Wheatman	4/25/23	LTL Bankruptcy	Review print portion of plan and edit media estimate	1.6	\$650.00	\$1,040.00
Expert	Shannon	Wheatman	4/25/23	LTL Bankruptcy	Finalize draft of publication notice	2.1	\$650.00	\$1,365.00
Media Planner	Kristen	Davis	4/26/23	LTL Bankruptcy	Review and provide feedback on Shannon Wheatman's draft publication notice	0.9	\$350.00	\$315.00
Media Planner	Kristen	Davis	4/26/23	LTL Bankruptcy	Email with vendors about notice program	0.2	\$350.00	\$70.00
Media Planner	Kristen	Davis	4/26/23	LTL Bankruptcy	Review Shannon Wheatman draft declaration	0.4	\$350.00	\$140.00
Media Planner	Kristen	Davis	4/26/23	LTL Bankruptcy	Email Precious McKinney about outreach to relevant publications and preparation of social media outreach	0.1	\$350.00	\$35.00
Media Planner	Kristen	Davis	4/26/23	LTL Bankruptcy	Draft descriptions of digital tactics for notice plan	0.3	\$350.00	\$105.00
Media Planner	Jordan	Fox	4/26/23	LTL Bankruptcy	Adjust TV buy per instructions from Shannon Wheatman	0.5	\$350.00	\$175.00
Media Planner	Jordan	Fox	4/26/23	LTL Bankruptcy	Check in call with Christine Killian, Justin Washington, and Miles King	0.3	\$350.00	\$105.00
Media Planner	Jordan	Fox	4/26/23	LTL Bankruptcy	Finalize national radio schedule after revising per Shannon Wheatman	1.4	\$350.00	\$490.00
Media Planner	Jordan	Fox	4/26/23	LTL Bankruptcy	Review and suggest edits to Wheatman declaration	0.8	\$350.00	\$280.00
Media Planner	Jordan	Fox	4/26/23	LTL Bankruptcy	Review information on plan provided by Justin Washington.	1.5	\$350.00	\$525.00
Media Planner	Jordan	Fox	4/26/23	LTL Bankruptcy	Review national TV media plan	0.5	\$350.00	\$175.00
Media Planner	Christine	Killian	4/26/23	LTL Bankruptcy	Check in call with Jordan Fox, Justin Washington, and Miles King	0.3	\$350.00	\$105.00
Media Planner	Christine	Killian	4/26/23	LTL Bankruptcy	Export all radio schedules to excel and format	1.7	\$350.00	\$595.00
Media Planner	Christine	Killian	4/26/23	LTL Bankruptcy	Input TV data into measurement platform	2.5	\$350.00	\$875.00
Media Planner	Christine	Killian	4/26/23	LTL Bankruptcy	Update rate status chart	0.3	\$350.00	\$105.00
Media Planner	Miles	King	4/26/23	LTL Bankruptcy	Check in call with Jordan Fox, Christine Killian, and Justin Washington	0.3	\$350.00	\$105.00
Media Planner	Precious	McKinney	4/26/23	LTL Bankruptcy	Find advertising email and reach out to consumer magazine for digital ad specs	0.7	\$350.00	\$245.00
Media Planner	Precious	McKinney	4/26/23	LTL Bankruptcy	Continue to research certain social media accounts as part of outreach and digital campaign	1.7	\$350.00	\$595.00
Media Planner	Justin	Washington	4/26/23	LTL Bankruptcy	Calls to measurement vendor for national data	0.8	\$350.00	\$280.00
Media Planner	Justin	Washington	4/26/23	LTL Bankruptcy	Check in call with Jordan Fox, Christine Killian, and Miles King	0.3	\$350.00	\$105.00
Expert	Shannon	Wheatman	4/26/23	LTL Bankruptcy	Continue to draft declaration	2.5	\$650.00	\$1,625.00
Expert	Shannon	Wheatman	4/26/23	LTL Bankruptcy	Finalize draft of publication notice and email to Kristen Davis	0.8	\$650.00	\$520.00
Expert	Shannon	Wheatman	4/26/23	LTL Bankruptcy	Review print publications and email vendor for revised rates for larger ad sizes	0.5	\$650.00	\$325.00
Expert	Shannon	Wheatman	4/26/23	LTL Bankruptcy	Finalize draft of schedule	1.3	\$650.00	\$845.00
Expert	Shannon	Wheatman	4/26/23	LTL Bankruptcy	Update estimate to include latest print publications	0.7	\$650.00	\$455.00
Expert	Shannon	Wheatman	4/26/23	LTL Bankruptcy	Email consumer magazine to request pricing on a different issue that would meet publication schedule	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	4/26/23	LTL Bankruptcy	Review media survey data from 1985 to 2019 to analyze trends in demographics	1.7	\$650.00	\$1,105.00
Expert	Shannon	Wheatman	4/26/23	LTL Bankruptcy	Revise publication notice based on feedback from Kristen Davis	0.4	\$650.00	\$260.00
Expert	Shannon	Wheatman	4/26/23	LTL Bankruptcy	Pull and review data on top 100 web properties to for outreach	0.9	\$650.00	\$585.00
Expert	Shannon	Wheatman	4/26/23	LTL Bankruptcy	Emails with Genna Ghaul scheduling meeting	0.2	\$650.00	\$130.00
Media Planner	Kristen	Davis	4/27/23	LTL Bankruptcy	Update online portions of draft declaration of Shannon Wheatman regarding outreach and notice plan	1.5	\$350.00	\$525.00
Media Planner	Kristen	Davis	4/27/23	LTL Bankruptcy	Email Shannon Wheatman regarding status of draft declaration and data	0.3	\$350.00	\$105.00
Media Planner	Kristen	Davis	4/27/23	LTL Bankruptcy	Email Shannon Wheatman digital costs and impressions estimates on social media and other outlets	0.4	\$350.00	\$140.00
Media Planner	Kristen	Davis	4/27/23	LTL Bankruptcy	Prepare reach and frequency campaign estimates for certain outlets	0.4	\$350.00	\$140.00
Media Planner	Kristen	Davis	4/27/23	LTL Bankruptcy	Call with vendor to follow-up on connected TV and direct placements	0.3	\$350.00	\$105.00
Media Planner	Kristen	Davis	4/27/23	LTL Bankruptcy	Reach out to digital networks about costs	0.2	\$350.00	\$70.00
Media Planner	Kristen	Davis	4/27/23	LTL Bankruptcy	Provide an update to Kate Thomas on the status of the media plan	0.3	\$350.00	\$105.00
Media Planner	Kristen	Davis	4/27/23	LTL Bankruptcy	Review digital out of home proposal and email vendor with follow-up questions	0.3	\$350.00	\$105.00
Media Planner	Kristen	Davis	4/27/23	LTL Bankruptcy	Read and respond to emails between Shannon Wheatman and vendor regarding costs on their digital network	0.2	\$350.00	\$70.00
Media Planner	Kristen	Davis	4/27/23	LTL Bankruptcy	Draft detailed description of digital tactics	4.1	\$350.00	\$1,435.00
Media Planner	Kristen	Davis	4/27/23	LTL Bankruptcy	Call with digital out of home vendor to review adjustments to the proposal	0.2	\$350.00	\$70.00
Media Planner	Kristen	Davis	4/27/23	LTL Bankruptcy	Email vendor about service	0.1	\$350.00	\$35.00
Media Planner	Jordan	Fox	4/27/23	LTL Bankruptcy	Call to review media plans with Shannon Wheatman, Miles King, Kate Thomas, Danielle Spencer, and Kristen Davis	0.1	\$350.00	\$35.00
Media Planner	Jordan	Fox	4/27/23	LTL Bankruptcy	Check in call with Christine Killian, Justin Washington, and Miles King	0.3	\$350.00	\$105.00
Media Planner	Jordan	Fox	4/27/23	LTL Bankruptcy	Finalize TV schedule	1.8	\$350.00	\$630.00
Media Planner	Jordan	Fox	4/27/23	LTL Bankruptcy	Finalize strategy rationale memo	0.5	\$350.00	\$175.00
Media Planner	Jordan	Fox	4/27/23	LTL Bankruptcy	Finalize National TV, national Radio, and local radio media plans	1.3	\$350.00	\$455.00
Media Planner	Jordan	Fox	4/27/23	LTL Bankruptcy	Provide details of national schedule to Shannon Wheatman	0.3	\$350.00	\$105.00
Media Planner	Jordan	Fox	4/27/23	LTL Bankruptcy	Review media plan draft with Miles King	0.6	\$350.00	\$210.00
Media Planner	Jordan	Fox	4/27/23	LTL Bankruptcy	Review of national TV media plan	1.5	\$350.00	\$525.00
Media Planner	Jordan	Fox	4/27/23	LTL Bankruptcy	Review Shannon Wheatman edits to proposed plan	0.5	\$350.00	\$175.00
Media Planner	Christine	Killian	4/27/23	LTL Bankruptcy	Check in call with Jordan Fox, Justin Washington, and Miles King	0.3	\$350.00	\$105.00
Media Planner	Christine	Killian	4/27/23	LTL Bankruptcy	Create binder for TV rates	0.3	\$350.00	\$105.00
Media Planner	Christine	Killian	4/27/23	LTL Bankruptcy	Format Excel files for local radio, network radio, linear and cable TV	1.7	\$350.00	\$595.00
Media Planner	Miles	King	4/27/23	LTL Bankruptcy	Call with Gabrielle Greenfield to discuss planning status	0.1	\$350.00	\$35.00
Media Planner	Miles	King	4/27/23	LTL Bankruptcy	Check in call with Jordan Fox, Christine Killian, and Justin Washington	0.3	\$350.00	\$105.00
Media Planner	Miles	King	4/27/23	LTL Bankruptcy	Review final data files in measurement platform	1	\$350.00	\$350.00
Media Planner	Miles	King	4/27/23	LTL Bankruptcy	Review media plan draft with Jordan Fox	0.6	\$350.00	\$210.00
Media Planner	Gabrielle	Quintana Green	4/27/23	LTL Bankruptcy	Call with Miles King to discuss planning status	0.1	\$350.00	\$35.00
Media Planner	Gabrielle	Quintana Green	4/27/23	LTL Bankruptcy	Review media plans received	0.1	\$350.00	\$35.00
Media Planner	Justin	Washington	4/27/23	LTL Bankruptcy	Check in call with Jordan Fox, Christine Killian, and Miles King	0.3	\$350.00	\$105.00
Media Planner	Justin	Washington	4/27/23	LTL Bankruptcy	Email and call with TV vendor	0.5	\$350.00	\$175.00
Expert	Shannon	Wheatman	4/27/23	LTL Bankruptcy	Call with media vendor to discuss data for online measurement	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	4/27/23	LTL Bankruptcy	Search for images for print publication	0.4	\$650.00	\$260.00
Expert	Shannon	Wheatman	4/27/23	LTL Bankruptcy	Update design file for print publication	0.4	\$650.00	\$260.00
Expert	Shannon	Wheatman	4/27/23	LTL Bankruptcy	Email question to Genna Ghaul	0.1	\$650.00	\$65.00
Expert	Shannon	Wheatman	4/27/23	LTL Bankruptcy	Analyze data to determine number of online impressions needed for plan delivery	0.8	\$650.00	\$520.00
Expert	Shannon	Wheatman	4/27/23	LTL Bankruptcy	Review TV and radio plan	1.4	\$650.00	\$910.00

Expert	Shannon	Wheatman	4/27/23	LTL Bankruptcy	Emails with Gabrielle Quintana Greenfield and Jordan Fox to discuss TV and radio plan	0.3	\$650.00	\$195.00
Media Planner	Kristen	Davis	4/28/23	LTL Bankruptcy	Call with Shannon Wheatman, Miles King, Gabrielle Quintana-Greenfield, Danielle Spencer, and Jordan Fox to discuss components and cost of notice plan	0.7	\$350.00	\$245.00
Media Planner	Kristen	Davis	4/28/23	LTL Bankruptcy	Email with vendors regarding adjustment to notice plan proposals	0.2	\$350.00	\$70.00
Media Planner	Kristen	Davis	4/28/23	LTL Bankruptcy	Draft email to Shannon Wheatman with additional questions on digital tactics	0.1	\$350.00	\$35.00
Media Planner	Kristen	Davis	4/28/23	LTL Bankruptcy	Redraft digital program budget estimate	0.8	\$350.00	\$280.00
Media Planner	Kristen	Davis	4/28/23	LTL Bankruptcy	Call with Shannon Wheatman to discuss progress on declaration, digital tactics, and digital budget	1.3	\$350.00	\$455.00
Media Planner	Jordan	Fox	4/28/23	LTL Bankruptcy	Call Miles King to discuss planning revisions and answers to Shannon Wheatman's questions	0.2	\$350.00	\$70.00
Media Planner	Jordan	Fox	4/28/23	LTL Bankruptcy	Call to review media plans with Shannon Wheatman, Miles King, Jordan Fox, Gabrielle Quintana Greenfield, Kate Thomas, Danielle Spencer, and Kristen Davis	0.7	\$350.00	\$245.00
Media Planner	Jordan	Fox	4/28/23	LTL Bankruptcy	Check in call with Christine Killian, Justin Washington, and Miles King	0.3	\$350.00	\$105.00
Media Planner	Jordan	Fox	4/28/23	LTL Bankruptcy	Email explanation to Shannon Wheatman on network procedure for standards and practices	0.5	\$350.00	\$175.00
Media Planner	Jordan	Fox	4/28/23	LTL Bankruptcy	Finalize measurement of current TV media plan	0.3	\$350.00	\$105.00
Media Planner	Jordan	Fox	4/28/23	LTL Bankruptcy	Review TV plan with Miles King	0.3	\$350.00	\$105.00
Media Planner	Christine	Killian	4/28/23	LTL Bankruptcy	Check in call with Jordan Fox, Justin Washington, and Miles King	0.3	\$350.00	\$105.00
Media Planner	Christine	Killian	4/28/23	LTL Bankruptcy	Review cost of media plan	0.1	\$350.00	\$35.00
Media Planner	Miles	King	4/28/23	LTL Bankruptcy	Call Jordan Fox to discuss planning revisions and answers to Shannon Wheatman's questions	0.2	\$350.00	\$70.00
Media Planner	Miles	King	4/28/23	LTL Bankruptcy	Call to review media plans with Shannon Wheatman, Jordan Fox, Gabrielle Quintana Greenfield, Jordan Fox, Kate Thomas, Danielle Spencer, and Kristen Davis	0.7	\$350.00	\$245.00
Media Planner	Miles	King	4/28/23	LTL Bankruptcy	Check in call with Jordan Fox, Christine Killian, and Justin Washington	0.3	\$350.00	\$105.00
Media Planner	Miles	King	4/28/23	LTL Bankruptcy	Format TV buy excel file	0.7	\$350.00	\$245.00
Media Planner	Miles	King	4/28/23	LTL Bankruptcy	Review TV plan with Jordan Fox	0.3	\$350.00	\$105.00
Media Planner	Gabrielle	Quintana Green	4/28/23	LTL Bankruptcy	Call to review media plans with Shannon Wheatman, Miles King, Jordan Fox, Kate Thomas, Danielle Spencer, and Kristen Davis	0.7	\$350.00	\$245.00
Media Planner	Danielle	Spencer	4/28/23	LTL Bankruptcy	Call with Shannon Wheatman, Kristen Davis, Miles King, Jordan Fox, Gabrielle Quintana Greenfield, and Kate Thomas	0.7	\$350.00	\$245.00
Media Planner	Kate	Thomas	4/28/23	LTL Bankruptcy	Call with Gabrielle Quintana Greenfield, Kristen Davis, Shannon Wheatman, Jordan Fox, Danielle Spencer and Miles King to coordinate notice plan	0.7	\$350.00	\$245.00
Media Planner	Justin	Washington	4/28/23	LTL Bankruptcy	Call with vendor to discuss TV schedule	1	\$350.00	\$350.00
Media Planner	Justin	Washington	4/28/23	LTL Bankruptcy	Check in call with Jordan Fox, Christine Killian, and Miles King	0.3	\$350.00	\$105.00
Media Planner	Justin	Washington	4/28/23	LTL Bankruptcy	Contact stations for confirmation of legal spot acceptance and format TV buy file	0.6	\$350.00	\$210.00
Media Planner	Justin	Washington	4/28/23	LTL Bankruptcy	Request radio rates from vendors and work on estimating lower costs	1.5	\$350.00	\$525.00
Expert	Shannon	Wheatman	4/28/23	LTL Bankruptcy	Continue to draft declaration with edits to broadcast and digital sections	4.7	\$650.00	\$3,055.00
Expert	Shannon	Wheatman	4/28/23	LTL Bankruptcy	Review latest draft of digital recommendations from Kristen Davis	0.6	\$650.00	\$390.00
Expert	Shannon	Wheatman	4/28/23	LTL Bankruptcy	Update estimate with broadcast costs	0.3	\$650.00	\$195.00
Expert	Shannon	Wheatman	4/28/23	LTL Bankruptcy	Revise schedule based on latest timeline	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	4/28/23	LTL Bankruptcy	Talk with vendor about issues with data	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	4/28/23	LTL Bankruptcy	Email Genna Ghaul about online measurement data	0.1	\$650.00	\$65.00
Expert	Shannon	Wheatman	4/28/23	LTL Bankruptcy	Continue to draft longer form notice for website	1.1	\$650.00	\$715.00
Expert	Shannon	Wheatman	4/28/23	LTL Bankruptcy	Call with Kristen Davis, Miles King, Gabrielle Quintana-Greenfield, Danielle Spencer, and Jordan Fox to discuss components and cost of notice plan	0.7	\$650.00	\$455.00
Expert	Shannon	Wheatman	4/28/23	LTL Bankruptcy	Review retention application	0.4	\$650.00	\$260.00
Expert	Shannon	Wheatman	4/28/23	LTL Bankruptcy	Email update to Genna Ghaul	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	4/28/23	LTL Bankruptcy	Call with Kristen Davis to discuss digital plan	1.3	\$650.00	\$845.00
Expert	Shannon	Wheatman	4/29/23	LTL Bankruptcy	Review media kits and update schedule based on upcoming hearing	0.6	\$650.00	\$390.00
Expert	Shannon	Wheatman	4/29/23	LTL Bankruptcy	Update estimate with print costs	0.8	\$650.00	\$520.00
Expert	Shannon	Wheatman	4/29/23	LTL Bankruptcy	Add comparison bankruptcy program reach and frequency number to declaration	0.9	\$650.00	\$585.00
Expert	Shannon	Wheatman	4/29/23	LTL Bankruptcy	Begin review of disclosure statement	1.8	\$650.00	\$1,170.00
Expert	Shannon	Wheatman	4/29/23	LTL Bankruptcy	Begin review of plan related documents	0.5	\$650.00	\$325.00
Expert	Shannon	Wheatman	4/30/23	LTL Bankruptcy	Finalize draft of declaration and circulate to Kristen Davis to review digital section and Liza Bray to proof	2.7	\$650.00	\$1,755.00
Expert	Shannon	Wheatman	4/30/23	LTL Bankruptcy	Continue to review disclosure statement and pull out relevant information to include in notices	3.1	\$650.00	\$2,015.00
Expert	Shannon	Wheatman	4/30/23	LTL Bankruptcy	Update publication notice and longer form notice with details from disclosure statement	1.5	\$650.00	\$975.00
Expert	Shannon	Wheatman	4/30/23	LTL Bankruptcy	Edit retention application and email Genna Ghaul to discuss	0.4	\$650.00	\$260.00
						250.5		\$117,705.00

Signal Interactive Media LLC

1155 Connecticut Ave NW, Suite 400
Washington, DC 20036 US
signalinteractive.com



BILL TO

Attn: John Kim
LTL Management LLC
501 George Street
New Brunswick, NJ 08933

INVOICE 12141

DATE 05/31/2023 TERMS Due on Receipt

DUE DATE 05/31/2023

ACTIVITY	QTY	RATE	AMOUNT
Consulting Services LTL Bankruptcy - May 2023 Consulting Hours	1	70,020.00	70,020.00
Expenses LTL Bankruptcy - comScore Data (Canada)	1	36,252.00	36,252.00
Expenses LTL Bankruptcy - Materials for Publication Notice	1	262.88	262.88
Expenses LTL Bankruptcy - Website Domain	1	12.00	12.00

Please remit payment by ACH/Wire:

Signal Interactive Media LLC - Checking Account
Banking Institution: Amalgamated Bank
Account #: 11600272
Routing #: 026003379

**TOTAL DUE USD
106,546.88**

Service	First Name	Last Name	Date	Project	Description	Hours	Billable Rate	Billable Amount
Project Manager	Liza	Bray	5/1/23	LTL Bankruptcy	Proof and recommend edits to declaration	3.1	\$350.00	\$1,085.00
Media Planner	Kristen	Davis	5/1/23	LTL Bankruptcy	Review Shannon Wheatman draft declaration	0.6	\$350.00	\$210.00
Media Planner	Kristen	Davis	5/1/23	LTL Bankruptcy	Break out digital estimates and redraft estimate	4.1	\$350.00	\$1,435.00
Media Planner	Kristen	Davis	5/1/23	LTL Bankruptcy	Call with Shannon Wheatman to discuss edits to online portion of declaration and proposed digital budget	1.2	\$350.00	\$420.00
Media Planner	Kristen	Davis	5/1/23	LTL Bankruptcy	Communicate with Danielle Spencer about digital budget review	0.2	\$350.00	\$70.00
Media Planner	Kristen	Davis	5/1/23	LTL Bankruptcy	Communicate with Precious McKinney about digital plan	0.2	\$350.00	\$70.00
Media Planner	Jordan	Fox	5/1/23	LTL Bankruptcy	Answer Shannon Wheatman's emailed questions	0.2	\$350.00	\$70.00
Media Planner	Jordan	Fox	5/1/23	LTL Bankruptcy	Call with Miles King to review responses to Shannon Wheatman	1.0	\$350.00	\$350.00
Media Planner	Jordan	Fox	5/1/23	LTL Bankruptcy	Discuss approach for changes requested by Shannon Wheatman with Miles King and Justin Washington	1.0	\$350.00	\$350.00
Media Planner	Jordan	Fox	5/1/23	LTL Bankruptcy	Revise TV media campaign to reflect the potential reach/same budget	1.0	\$350.00	\$350.00
Media Planner	Jordan	Fox	5/1/23	LTL Bankruptcy	Contact representatives regarding tax and credit applications	0.7	\$350.00	\$245.00
Media Planner	Miles	King	5/1/23	LTL Bankruptcy	Call with Jordan Fox to review responses to Shannon Wheatman	1.0	\$350.00	\$350.00
Media Planner	Miles	King	5/1/23	LTL Bankruptcy	Discuss approach for changes with Miles King and Justin Washington	1.0	\$350.00	\$350.00
Media Planner	Precious	Mckinney	5/1/23	LTL Bankruptcy	Research social media outlets as part of the outreach plan	1.4	\$350.00	\$490.00
Media Planner	Precious	Mckinney	5/1/23	LTL Bankruptcy	Communicate with Kristen Davis about digital plan	0.2	\$350.00	\$70.00
Media Planner	Gabrielle	Quintana Greenfield	5/1/23	LTL Bankruptcy	Call with Shannon Wheatman to discuss TV buy	0.3	\$350.00	\$105.00
Media Planner	Danielle	Spencer	5/1/23	LTL Bankruptcy	Communicate with Kristen Davis about digital budget review	0.2	\$350.00	\$70.00
Media Planner	Justin	Washington	5/1/23	LTL Bankruptcy	Discuss approach for changes with Miles King and Jordan Fox	1.0	\$350.00	\$350.00
Media Planner	Justin	Washington	5/1/23	LTL Bankruptcy	Follow up on 30 second rates from Radio reps	0.5	\$350.00	\$175.00
Media Planner	Justin	Washington	5/1/23	LTL Bankruptcy	Discuss with representatives to get clarity for radio outreach	0.5	\$350.00	\$175.00
Expert	Shannon	Wheatman	5/1/23	LTL Bankruptcy	Call with Genna Ghaul and Patrick Lombardi	0.3	\$650.00	\$195.00
Expert	Shannon	Wheatman	5/1/23	LTL Bankruptcy	Email with Genna Ghaul	0.1	\$650.00	\$65.00
Expert	Shannon	Wheatman	5/1/23	LTL Bankruptcy	Edit draft of retention application	0.5	\$650.00	\$325.00
Expert	Shannon	Wheatman	5/1/23	LTL Bankruptcy	Finalize review of disclosure statement and talc claims voting ballot	1.1	\$650.00	\$715.00
Expert	Shannon	Wheatman	5/1/23	LTL Bankruptcy	Call with Kristen Davis to discuss edits to declaration	1.2	\$650.00	\$780.00
Expert	Shannon	Wheatman	5/1/23	LTL Bankruptcy	Call with Brad Erens and Genna Ghaul	0.5	\$650.00	\$325.00
Expert	Shannon	Wheatman	5/1/23	LTL Bankruptcy	Finalize edits to retention application	0.3	\$650.00	\$195.00
Expert	Shannon	Wheatman	5/1/23	LTL Bankruptcy	Finalize draft of declaration	1.6	\$650.00	\$1,040.00
Expert	Shannon	Wheatman	5/1/23	LTL Bankruptcy	Emails to print vendor about potential scheduling issues	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	5/1/23	LTL Bankruptcy	Finalize draft of documents related to media outreach and email to Brad Erens and Genna Ghaul	1.0	\$650.00	\$650.00
Expert	Shannon	Wheatman	5/1/23	LTL Bankruptcy	Draft materials for TV outreach	0.5	\$650.00	\$325.00
Expert	Shannon	Wheatman	5/1/23	LTL Bankruptcy	Call with Gabrielle Quintana Greenfield to discuss TV buy	0.3	\$650.00	\$195.00
Expert	Shannon	Wheatman	5/1/23	LTL Bankruptcy	Email declaration, along with certain other materials, to Brad Erens and Genna Ghaul	0.3	\$650.00	\$195.00
Expert	Shannon	Wheatman	5/1/23	LTL Bankruptcy	Review similar bankruptcy cases for precedent	0.3	\$650.00	\$195.00
Expert	Shannon	Wheatman	5/1/23	LTL Bankruptcy	Analyze internet data	1.4	\$650.00	\$910.00
Media Planner	Kristen	Davis	5/2/23	LTL Bankruptcy	Call with Danielle Spencer and Kate Thomas regarding draft digital budget and select services	0.5	\$350.00	\$175.00
Media Planner	Kristen	Davis	5/2/23	LTL Bankruptcy	Call with Shannon Wheatman to discuss digital plan and budget	0.2	\$350.00	\$70.00
Media Planner	Kristen	Davis	5/2/23	LTL Bankruptcy	Communicate with Shannon Wheatman about costs	0.4	\$350.00	\$140.00
Media Planner	Kristen	Davis	5/2/23	LTL Bankruptcy	Call with vendor to discuss strategy and viewability	0.2	\$350.00	\$70.00
Media Planner	Jordan	Fox	5/2/23	LTL Bankruptcy	Email with Gabrielle Greenfield re: reach	0.1	\$350.00	\$35.00
Media Planner	Jordan	Fox	5/2/23	LTL Bankruptcy	Input additional requested demos for the buy	0.5	\$350.00	\$175.00
Media Planner	Jordan	Fox	5/2/23	LTL Bankruptcy	Request new demos for TV outreach plan	0.6	\$350.00	\$210.00
Media Planner	Jordan	Fox	5/2/23	LTL Bankruptcy	Follow up email to vendors to get ratings for TV	0.3	\$350.00	\$105.00
Media Planner	Jordan	Fox	5/2/23	LTL Bankruptcy	Print TV rates and add to binder	0.1	\$350.00	\$35.00
Media Planner	Jordan	Fox	5/2/23	LTL Bankruptcy	Follow up on questions for trafficking TV spots	0.2	\$350.00	\$70.00
Media Planner	Gabrielle	Quintana Greenfield	5/2/23	LTL Bankruptcy	Email with Jordan Fox and Shannon Wheatman re: reach	0.1	\$350.00	\$35.00
Media Planner	Danielle	Spencer	5/2/23	LTL Bankruptcy	Call with Kristen Davis and Kate Thomas regarding draft digital budget and select services	0.5	\$350.00	\$175.00
Media Planner	Kate	Thomas	5/2/23	LTL Bankruptcy	Call with Danielle Spencer and Kristen Davis regarding draft digital budget and select services	0.5	\$350.00	\$175.00
Expert	Shannon	Wheatman	5/2/23	LTL Bankruptcy	Call with Kristen Davis to discuss digital plan and budget	0.2	\$650.00	\$130.00
Media Planner	Kristen	Davis	5/3/23	LTL Bankruptcy	Redraft digital budget with new information on reach and software	3.2	\$350.00	\$1,120.00
Media Planner	Kristen	Davis	5/3/23	LTL Bankruptcy	Draft email to Shannon Wheatman re: revised digital budget	0.3	\$350.00	\$105.00
Media Planner	Jordan	Fox	5/3/23	LTL Bankruptcy	Input additional requested demos for the TV buy	0.5	\$350.00	\$175.00
Media Planner	Miles	King	5/3/23	LTL Bankruptcy	Contact TV representatives regarding available demos to pull ratings	0.5	\$350.00	\$175.00
Media Planner	Gabrielle	Quintana Greenfield	5/3/23	LTL Bankruptcy	Call with Shannon Wheatman to discuss final budgets for TV and radio	0.5	\$350.00	\$175.00
Expert	Shannon	Wheatman	5/3/23	LTL Bankruptcy	Update cost estimate with new information	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	5/3/23	LTL Bankruptcy	Review information from Kristen Davis on final costs of digital program	0.4	\$650.00	\$260.00
Expert	Shannon	Wheatman	5/3/23	LTL Bankruptcy	Re-run online measurement with final impression numbers	0.6	\$650.00	\$390.00

Expert	Shannon	Wheatman	5/3/23	LTL Bankruptcy	Finalize overall reach calculations	0.9	\$650.00	\$585.00
					Provide recs re: additional digital budget allocation to Shannon			
Media Planner	Kristen	Davis	5/4/23	LTL Bankruptcy	Wheatman and redraft larger digital budget	1.5	\$350.00	\$525.00
Media Planner	Kristen	Davis	5/4/23	LTL Bankruptcy	Email vendors about adjusted digital estimates	0.3	\$350.00	\$105.00
					Call with digital out of home vendor about pre-approvals for ad creative	0.1	\$350.00	\$35.00
Media Planner	Kristen	Davis	5/4/23	LTL Bankruptcy	Call with Shannon Wheatman to discuss digital budget	0.8	\$350.00	\$280.00
Media Planner	Kristen	Davis	5/4/23	LTL Bankruptcy	Review Shannon Wheatman draft budget sent to the client	0.1	\$350.00	\$35.00
Media Planner	Jordan	Fox	5/4/23	LTL Bankruptcy	Email Gabrielle Greenfield re: radio costs	0.1	\$350.00	\$35.00
Media Planner	Jordan	Fox	5/4/23	LTL Bankruptcy	Email Gabrielle Greenfield re: updated reach options for TV	0.1	\$350.00	\$35.00
					Calculate average ratio of all networks to determine impressions for streaming TV	0.5	\$350.00	\$175.00
Media Planner	Gabrielle	Quintana Greenfield	5/4/23	LTL Bankruptcy	Email Jordan Fox re: radio costs	0.1	\$350.00	\$35.00
Media Planner	Gabrielle	Quintana Greenfield	5/4/23	LTL Bankruptcy	Email Shannon Wheatman re: radio costs	0.1	\$350.00	\$35.00
Media Planner	Gabrielle	Quintana Greenfield	5/4/23	LTL Bankruptcy	Email Jordan Fox re: updated reach options for TV	0.1	\$350.00	\$35.00
Media Planner	Gabrielle	Quintana Greenfield	5/4/23	LTL Bankruptcy	Email Shannon Wheatman re: updated reach options for TV	0.1	\$350.00	\$35.00
Media Planner	Justin	Washington	5/4/23	LTL Bankruptcy	Input 30 second radio rates into data platform	1.5	\$350.00	\$525.00
					Finalize media estimate and email to Brad Erens and Genna Ghaul	1.2	\$650.00	\$780.00
Expert	Shannon	Wheatman	5/4/23	LTL Bankruptcy	Review updated digital costs	0.3	\$650.00	\$195.00
Expert	Shannon	Wheatman	5/4/23	LTL Bankruptcy	Call with Kristen Davis to discuss digital budget	0.8	\$650.00	\$520.00
					Call with Gabrielle Quintana Greenfield to discuss final budgets for TV and radio	0.5	\$650.00	\$325.00
Media Planner	Kristen	Davis	5/5/23	LTL Bankruptcy	Email with vendors about digital pricing proposals and creative approvals	0.1	\$350.00	\$35.00
					Communicate with Shannon Wheatman about declaration feedback and adjustments	0.1	\$350.00	\$35.00
Media Planner	Jordan	Fox	5/5/23	LTL Bankruptcy	Rework national buy to get to higher reach at same budget	2.0	\$350.00	\$700.00
Media Planner	Gabrielle	Quintana Greenfield	5/5/23	LTL Bankruptcy	Call with Shannon Wheatman about increasing TV plan	0.1	\$350.00	\$35.00
Media Planner	Gabrielle	Quintana Greenfield	5/5/23	LTL Bankruptcy	Email Jordan Fox to update local radio	0.1	\$350.00	\$35.00
Media Planner	Gabrielle	Quintana Greenfield	5/5/23	LTL Bankruptcy	Email Shannon Wheatman to update local radio plans	0.1	\$350.00	\$35.00
Media Planner	Justin	Washington	5/5/23	LTL Bankruptcy	Request new radio markets	0.5	\$350.00	\$175.00
Expert	Shannon	Wheatman	5/5/23	LTL Bankruptcy	Call with Brad Erens and Genna Ghaul	0.5	\$650.00	\$325.00
Expert	Shannon	Wheatman	5/5/23	LTL Bankruptcy	Revise declaration based on client feedback	2.8	\$650.00	\$1,820.00
Expert	Shannon	Wheatman	5/5/23	LTL Bankruptcy	Revise publication notice and create PDF	0.3	\$650.00	\$195.00
Expert	Shannon	Wheatman	5/5/23	LTL Bankruptcy	Revise TV outreach materials	0.1	\$650.00	\$65.00
Expert	Shannon	Wheatman	5/5/23	LTL Bankruptcy	Call with Gabrielle Quintana Greenfield about TV plan	0.1	\$650.00	\$65.00
					Email to Gabrielle Quintana Greenfield and Jordan Fox to request changes to local radio	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	5/5/23	LTL Bankruptcy	Review population data regarding outreach plan	0.5	\$650.00	\$325.00
Expert	Shannon	Wheatman	5/5/23	LTL Bankruptcy	Review materials provided by Genna Ghaul	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	5/5/23	LTL Bankruptcy	Revise media schedule and create PDF	0.8	\$650.00	\$520.00
					Email revised documents and media schedule to Brad Erens and Genna Ghaul	0.3	\$650.00	\$195.00
Media Planner	Gabrielle	Quintana Greenfield	5/8/23	LTL Bankruptcy	Email Jordan Fox and Shannon Wheatman about updated national TV costs	0.1	\$350.00	\$35.00
Media Planner	Justin	Washington	5/8/23	LTL Bankruptcy	Print new radio rates for binder	0.2	\$350.00	\$70.00
Media Planner	Justin	Washington	5/8/23	LTL Bankruptcy	Revise 30 second plan per Shannon Wheatman.	1.4	\$350.00	\$490.00
Media Planner	Justin	Washington	5/8/23	LTL Bankruptcy	Revise certain markets related to outreach plan	0.6	\$350.00	\$210.00
Expert	Shannon	Wheatman	5/8/23	LTL Bankruptcy	Emails to Gabrielle Quintana Greenfield about revised TV plan	0.3	\$650.00	\$195.00
Expert	Shannon	Wheatman	5/8/23	LTL Bankruptcy	Emails to Jordan Fox about local radio plan	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	5/8/23	LTL Bankruptcy	Revise estimate with new TV and local radio costs	0.3	\$650.00	\$195.00
Expert	Shannon	Wheatman	5/8/23	LTL Bankruptcy	Revise declaration with new information	0.4	\$650.00	\$260.00
					Email Brad Erens and Genna Ghaul revised estimate and declaration	0.2	\$650.00	\$130.00
Media Planner	Jordan	Fox	5/9/23	LTL Bankruptcy	Review radio revisions from Justin Washington	1.2	\$350.00	\$420.00
Media Planner	Justin	Washington	5/9/23	LTL Bankruptcy	Create a 30 second radio spending summary.	1.3	\$350.00	\$455.00
Media Planner	Justin	Washington	5/9/23	LTL Bankruptcy	Complete revisions to radio plan	0.5	\$350.00	\$175.00
Expert	Shannon	Wheatman	5/9/23	LTL Bankruptcy	Revise declaration per feedback from Brad Erens	0.3	\$650.00	\$195.00
Expert	Shannon	Wheatman	5/9/23	LTL Bankruptcy	Email declaration to Brad Erens and Genna Ghaul	0.1	\$650.00	\$65.00
Expert	Shannon	Wheatman	5/9/23	LTL Bankruptcy	Review revised local radio plan from Jordan Fox	0.4	\$650.00	\$260.00
Expert	Shannon	Wheatman	5/9/23	LTL Bankruptcy	Email Jordan Fox about timing of local radio program	0.1	\$650.00	\$65.00
Expert	Shannon	Wheatman	5/9/23	LTL Bankruptcy	Continue to draft materials for website	1.9	\$650.00	\$1,235.00
					Review and provide feedback to Shannon Wheatman on materials	1.4	\$350.00	\$490.00
Media Planner	Kristen	Davis	5/10/23	LTL Bankruptcy	Call with Shannon Wheatman to discuss digital plan schedule	0.5	\$350.00	\$175.00
Expert	Shannon	Wheatman	5/10/23	LTL Bankruptcy	Review Kristen Davis edits to materials related to outreach plan	0.3	\$650.00	\$195.00
					Revise draft materials based on Kristen Davis comments and edits	1.4	\$650.00	\$910.00
Expert	Shannon	Wheatman	5/10/23	LTL Bankruptcy	Review edits to my declaration	0.4	\$650.00	\$260.00
					Revise media schedule timing for local radio and digital out of home	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	5/10/23	LTL Bankruptcy	Call with Kristen Davis to discuss digital plan schedule	0.5	\$650.00	\$325.00

Expert	Shannon	Wheatman	5/10/23	LTL Bankruptcy	Revise media estimate to include details on radio delivery	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	5/10/23	LTL Bankruptcy	Email Brad Erens and Genna Ghaul revised media estimate and schedule	0.1	\$650.00	\$65.00
Media Planner	Kristen?	Davis	5/11/23	LTL Bankruptcy	Call with Shannon Wheatman to discuss social listening and language for landing page	0.7	\$350.00	\$245.00
Media Planner	Adrian	Durbin	5/11/23	LTL Bankruptcy	Call with Shannon Wheatman to discuss advertising tracking	0.4	\$350.00	\$140.00
Media Planner	Gabrielle	Quintana Greenfield	5/11/23	LTL Bankruptcy	Call with Shannon Wheatman to discuss vendor to track TV ads	0.2	\$350.00	\$70.00
Expert	Shannon	Wheatman	5/11/23	LTL Bankruptcy	Call with Genna Ghaul	1.0	\$650.00	\$650.00
Expert	Shannon	Wheatman	5/11/23	LTL Bankruptcy	Edit draft of declaration	0.3	\$650.00	\$195.00
Expert	Shannon	Wheatman	5/11/23	LTL Bankruptcy	Call with Gabrielle Quintana Greenfield to discuss TV ads	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	5/11/23	LTL Bankruptcy	Finalize draft materials	1.8	\$650.00	\$1,170.00
Expert	Shannon	Wheatman	5/11/23	LTL Bankruptcy	Review other bankruptcy proceedings for precedent.	0.3	\$650.00	\$195.00
Expert	Shannon	Wheatman	5/11/23	LTL Bankruptcy	Call with Kristen Davis to discuss social listening and language for landing page	0.7	\$650.00	\$455.00
Expert	Shannon	Wheatman	5/11/23	LTL Bankruptcy	Call with Adrian Durbin to discuss advertising tracking	0.4	\$650.00	\$260.00
Expert	Shannon	Wheatman	5/11/23	LTL Bankruptcy	Review Disclosure Statement	0.8	\$650.00	\$520.00
Expert	Shannon	Wheatman	5/11/23	LTL Bankruptcy	Email revised declaration and other materials to Genna Ghaul	0.2	\$650.00	\$130.00
Media Planner	Kristen	Davis	5/12/23	LTL Bankruptcy	Prepare social listening report on LTL bankruptcy	2.8	\$350.00	\$980.00
Media Planner	Adrian	Durbin	5/12/23	LTL Bankruptcy	Emails with Shannon Wheatman about tracking advertisements	0.2	\$350.00	\$70.00
Media Planner	Gabrielle	Quintana Greenfield	5/12/23	LTL Bankruptcy	Email with Shannon Wheatman and Adrian Durbin on ad monitoring options	0.5	\$350.00	\$175.00
Expert	Shannon	Wheatman	5/12/23	LTL Bankruptcy	Review and edit social listening report from Kristen Davis	0.9	\$650.00	\$585.00
Expert	Shannon	Wheatman	5/12/23	LTL Bankruptcy	Review latest draft of Disclosure Statement	1.5	\$650.00	\$975.00
Expert	Shannon	Wheatman	5/12/23	LTL Bankruptcy	Review edits to notice materials	0.4	\$650.00	\$260.00
Expert	Shannon	Wheatman	5/12/23	LTL Bankruptcy	Revise materials based on feedback from Genna Ghaul and Brad Erens	1.3	\$650.00	\$845.00
Expert	Shannon	Wheatman	5/12/23	LTL Bankruptcy	Revise materials based on feedback	0.6	\$650.00	\$390.00
Expert	Shannon	Wheatman	5/12/23	LTL Bankruptcy	Email revised notices and social listening report to Brad Erens and Genna Ghaul	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	5/12/23	LTL Bankruptcy	Emails with Adrian Durbin about tracking advertisements	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	5/12/23	LTL Bankruptcy	Emails to Genna Ghaul about deadlines	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	5/12/23	LTL Bankruptcy	Edit declaration per feedback from Genna Ghaul	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	5/12/23	LTL Bankruptcy	Email revised declaration to Genna Ghaul and Brad Erens	0.1	\$650.00	\$65.00
Expert	Shannon	Wheatman	5/13/23	LTL Bankruptcy	Review as-filed Plan	2.1	\$650.00	\$1,365.00
Expert	Shannon	Wheatman	5/13/23	LTL Bankruptcy	Revise materials based on feedback from Genna Ghaul	0.3	\$650.00	\$195.00
Expert	Shannon	Wheatman	5/13/23	LTL Bankruptcy	Revise materials	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	5/13/23	LTL Bankruptcy	Emails with Genna Ghaul	0.1	\$650.00	\$65.00
Expert	Shannon	Wheatman	5/13/23	LTL Bankruptcy	Email Brad Erens and Genna Ghaul revised materials	0.1	\$650.00	\$65.00
Expert	Shannon	Wheatman	5/13/23	LTL Bankruptcy	Revise timing in declaration and send to Genna Ghaul and Brad Erens	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	5/13/23	LTL Bankruptcy	Review media schedule in connection with potential next steps	0.1	\$650.00	\$65.00
Expert	Shannon	Wheatman	5/13/23	LTL Bankruptcy	Revise materials with information from Epiq	0.1	\$650.00	\$65.00
Expert	Shannon	Wheatman	5/13/23	LTL Bankruptcy	Email revised materials to Genna Ghaul	0.1	\$650.00	\$65.00
Expert	Shannon	Wheatman	5/14/23	LTL Bankruptcy	Revise definition in materials	0.1	\$650.00	\$65.00
Expert	Shannon	Wheatman	5/14/23	LTL Bankruptcy	Email revised materials to Genna Ghaul and Brad Erens	0.1	\$650.00	\$65.00
Media Planner	Kristen	Davis	5/15/23	LTL Bankruptcy	Review and respond to emails from vendors regarding edits to proposals	0.1	\$350.00	\$35.00
Media Planner	Kristen	Davis	5/15/23	LTL Bankruptcy	Call with Shannon Wheatman to discuss strategy related to the outreach plan and next steps	0.4	\$350.00	\$140.00
Media Planner	Kristen	Davis	5/15/23	LTL Bankruptcy	Call with Precious McKinney to discuss next steps	0.5	\$350.00	\$175.00
Media Planner	Adrian	Durbin	5/15/23	LTL Bankruptcy	Call with Gabrielle Quintana Greenfield, Shannon Wheatman, and Annie Parker about tracking advertising	0.4	\$350.00	\$140.00
Media Planner	Precious	Mckinney	5/15/23	LTL Bankruptcy	Emails with Genna Ghaul over filing of declaration and retention application	0.2	\$350.00	\$70.00
Media Planner	Precious	Mckinney	5/15/23	LTL Bankruptcy	Call with Kristen Davis to discuss next steps	0.5	\$350.00	\$175.00
Media Planner	Annie	Parker	5/15/23	LTL Bankruptcy	Call with Gabrielle Quintana Greenfield, Adrian Durbin, and Shannon Wheatman about tracking advertising	0.4	\$350.00	\$140.00
Media Planner	Gabrielle	Quintana Greenfield	5/15/23	LTL Bankruptcy	Call with Shannon Wheatman, Annie Parker, and Adrian Durbin about tracking advertising	0.4	\$350.00	\$140.00
Expert	Shannon	Wheatman	5/15/23	LTL Bankruptcy	Call with Kristen Davis to discuss strategy related to the outreach plan and next steps	0.4	\$650.00	\$260.00
Expert	Shannon	Wheatman	5/15/23	LTL Bankruptcy	Finalize edits to materials related to outreach plan	0.7	\$650.00	\$455.00
Expert	Shannon	Wheatman	5/15/23	LTL Bankruptcy	Emails to Genna Ghaul with questions on finalizing documents for filing	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	5/15/23	LTL Bankruptcy	Review retention application	0.3	\$650.00	\$195.00
Expert	Shannon	Wheatman	5/15/23	LTL Bankruptcy	Finalize draft materials in anticipation of next steps	0.4	\$650.00	\$260.00
Expert	Shannon	Wheatman	5/15/23	LTL Bankruptcy	Layout materials with final image asset	0.5	\$650.00	\$325.00
Expert	Shannon	Wheatman	5/15/23	LTL Bankruptcy	Finalize draft of declaration for filing	1.3	\$650.00	\$845.00
Expert	Shannon	Wheatman	5/15/23	LTL Bankruptcy	PDF version of declaration in preparation of filing	0.4	\$650.00	\$260.00
Expert	Shannon	Wheatman	5/15/23	LTL Bankruptcy	Reformat image of materials to fit into print layout	0.8	\$650.00	\$520.00
Expert	Shannon	Wheatman	5/15/23	LTL Bankruptcy	Call with Gabrielle Quintana Greenfield, Adrian Durbin, and Annie Parker about tracking advertising	0.4	\$650.00	\$260.00
Expert	Shannon	Wheatman	5/15/23	LTL Bankruptcy	Revise TV materials	0.3	\$650.00	\$195.00

Expert	Shannon	Wheatman	5/15/23	LTL Bankruptcy	Draft radio materials and revise the same.	0.7	\$650.00	\$455.00
Media Planner	Kristen	Davis	5/16/23	LTL Bankruptcy	Draft digital notices	0.5	\$350.00	\$175.00
Media Planner	Kristen	Davis	5/16/23	LTL Bankruptcy	Call with Shannon Wheatman regarding status of filings and next steps	0.5	\$350.00	\$175.00
Media Planner	Jordan	Fox	5/16/23	LTL Bankruptcy	Respond to TV reps on status	0.2	\$350.00	\$70.00
Expert	Shannon	Wheatman	5/16/23	LTL Bankruptcy	Review filed Disclosure Statement and Plan of Reorganization	1.3	\$650.00	\$845.00
Expert	Shannon	Wheatman	5/16/23	LTL Bankruptcy	Revise materials related to outreach plan	0.6	\$650.00	\$390.00
Expert	Shannon	Wheatman	5/16/23	LTL Bankruptcy	Execute declaration, compile exhibits, and email PDF to Genna Ghaul	0.4	\$650.00	\$260.00
Expert	Shannon	Wheatman	5/16/23	LTL Bankruptcy	Call with Kristen Davis regarding status of filings and next steps	0.5	\$650.00	\$325.00
Media Planner	Kristen	Davis	5/17/23	LTL Bankruptcy	Complete drafts of digital notices (display, search, and social ads) and share with Shannon Wheatman for review	1.7	\$350.00	\$595.00
Expert	Shannon	Wheatman	5/17/23	LTL Bankruptcy	Review materials related to the Debtor's bankruptcy case	0.7	\$650.00	\$455.00
Expert	Shannon	Wheatman	5/17/23	LTL Bankruptcy	Review materials related to the Debtor's bankruptcy case	0.4	\$650.00	\$260.00
Media Planner	Kristen	Davis	5/18/23	LTL Bankruptcy	Draft landing page and share with Shannon Wheatman	0.9	\$350.00	\$315.00
Media Planner	Kristen	Davis	5/18/23	LTL Bankruptcy	Communicate with Shannon Wheatman about digital notice character counts and research and provide sources re: same	0.4	\$350.00	\$140.00
Media Planner	Kristen	Davis	5/18/23	LTL Bankruptcy	Add character counts to draft digital notices document	0.1	\$350.00	\$35.00
Media Planner	Gabrielle	Quintana Greenfield	5/18/23	LTL Bankruptcy	Email about ad tracking capabilities with Shannon Wheatman	0.2	\$350.00	\$70.00
Expert	Shannon	Wheatman	5/18/23	LTL Bankruptcy	Review and edit search, digital, and social media materials	1.4	\$650.00	\$910.00
Expert	Shannon	Wheatman	5/18/23	LTL Bankruptcy	Review and edit draft language for website landing page	1.0	\$650.00	\$650.00
Media Planner	Kristen	Davis	5/19/23	LTL Bankruptcy	Communicate with web developer and Shannon Wheatman about timeline and cost for a wireframe	0.2	\$350.00	\$70.00
Media Planner	Jordan	Fox	5/23/23	LTL Bankruptcy	Email with Shannon Wheatman and Gabrielle Greenfield re: updating to 4th quarter costs	0.1	\$350.00	\$35.00
Media Planner	Jordan	Fox	5/23/23	LTL Bankruptcy	Request Q4 rates for all TV	0.5	\$350.00	\$175.00
Media Planner	Gabrielle	Quintana Greenfield	5/23/23	LTL Bankruptcy	Email with Shannon Wheatman and Jordan Fox re: updating to 4th quarter costs	0.1	\$350.00	\$35.00
Expert	Shannon	Wheatman	5/23/23	LTL Bankruptcy	Call with Genna Ghaul	0.5	\$650.00	\$325.00
Expert	Shannon	Wheatman	5/23/23	LTL Bankruptcy	Email Jordan Fox about 4th Qtr broadcast rates	0.1	\$650.00	\$65.00
Expert	Shannon	Wheatman	5/23/23	LTL Bankruptcy	Review prior media schedule	0.2	\$650.00	\$130.00
Media Planner	Kristen	Davis	5/24/23	LTL Bankruptcy	Discuss project status, budget, and plan for social media with Kate Thomas, Danielle Spencer, Precious McKinney, and Grace Turke-Martinez	0.1	\$350.00	\$35.00
Media Planner	Jordan	Fox	5/24/23	LTL Bankruptcy	Review questions from TV reps	0.5	\$350.00	\$175.00
Media Planner	Jordan	Fox	5/24/23	LTL Bankruptcy	Field rep calls for resolutions of rate problems	0.5	\$350.00	\$175.00
Media Planner	Precious	Mckinney	5/24/23	LTL Bankruptcy	Discuss project status, budget, and plan for social media with Kristen Davis, Danielle Spencer, Grace Turke-Martinez, and Kate Thomas	0.1	\$350.00	\$35.00
Media Planner	Kate	Thomas	5/24/23	LTL Bankruptcy	Discuss project status, budget, and plan for social media with Kristen Davis, Danielle Spencer, Precious McKinney, and Grace Turke-Martinez	0.1	\$350.00	\$35.00
Project Manage	Grace	Turke-Martinez	5/24/23	LTL Bankruptcy	Discuss project status, budget, and plan for social media with Kristen Davis, Danielle Spencer, Precious McKinney, and Kate Thomas	0.1	\$350.00	\$35.00
Media Planner	Justin	Washington	5/24/23	LTL Bankruptcy	Request Q4 rates from cable and radio	0.2	\$350.00	\$70.00
Media Planner	Justin	Washington	5/24/23	LTL Bankruptcy	Print rate cards and answer rep questions	1.0	\$350.00	\$350.00
Media Planner	Justin	Washington	5/24/23	LTL Bankruptcy	Work on local radio buys to shorten schedule	0.8	\$350.00	\$280.00
Media Planner	Justin	Washington	5/24/23	LTL Bankruptcy	Work on National TV and radio buys to shorten schedule	1.2	\$350.00	\$420.00
Expert	Shannon	Wheatman	5/24/23	LTL Bankruptcy	Review and respond to UST's questions to retention application	2.8	\$650.00	\$1,820.00
Expert	Shannon	Wheatman	5/24/23	LTL Bankruptcy	Call with Genna Ghaul	0.6	\$650.00	\$390.00
Expert	Shannon	Wheatman	5/24/23	LTL Bankruptcy	Email Kinsella Media to ask about Schedule 1	0.1	\$650.00	\$65.00
Expert	Shannon	Wheatman	5/24/23	LTL Bankruptcy	Revise media schedule based on new timeline	0.9	\$650.00	\$585.00
Expert	Shannon	Wheatman	5/24/23	LTL Bankruptcy	Review Schedule 1 to plan in response to UST question	1.3	\$650.00	\$845.00
Media Planner	Jordan	Fox	5/25/23	LTL Bankruptcy	Discussion with TV reps regarding delay with certain rates	0.1	\$350.00	\$35.00
Media Planner	Gabrielle	Quintana Greenfield	5/25/23	LTL Bankruptcy	Email with Shannon Wheatman and Jordan Fox re: updating to 4th quarter costs	0.1	\$350.00	\$35.00
Media Planner	Justin	Washington	5/25/23	LTL Bankruptcy	Print updated rate cards	0.5	\$350.00	\$175.00
Media Planner	Justin	Washington	5/25/23	LTL Bankruptcy	Rework radio buy to achieve parity for schedules	0.3	\$350.00	\$105.00
Expert	Shannon	Wheatman	5/25/23	LTL Bankruptcy	Review Genna Ghaul edits to responses to UST questions	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	5/25/23	LTL Bankruptcy	Email Genna Ghaul	0.1	\$650.00	\$65.00
Expert	Shannon	Wheatman	5/25/23	LTL Bankruptcy	Email comments to Genna Ghaul on UST response	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	5/25/23	LTL Bankruptcy	Finalize edits to digital and social media ads	1.4	\$650.00	\$910.00
Media Planner	Jordan	Fox	5/26/23	LTL Bankruptcy	Review radio revisions with Justin Washington	0.5	\$350.00	\$175.00
Media Planner	Jordan	Fox	5/26/23	LTL Bankruptcy	Speak with national vendors about max avails	1.8	\$350.00	\$630.00
Media Planner	Jordan	Fox	5/26/23	LTL Bankruptcy	Discuss max avail issue regarding frequency over shorten timeline	0.7	\$350.00	\$245.00
Media Planner	Justin	Washington	5/26/23	LTL Bankruptcy	Review radio revisions with Jordan Fox	0.5	\$350.00	\$175.00
Media Planner	Justin	Washington	5/26/23	LTL Bankruptcy	Organize data for buyer review	0.5	\$350.00	\$175.00
Media Planner	Justin	Washington	5/26/23	LTL Bankruptcy	Rework plans to achieve parity with schedules	1.0	\$350.00	\$350.00
Expert	Shannon	Wheatman	5/26/23	LTL Bankruptcy	Emails with Genna Ghaul to finalize response to UST	0.2	\$650.00	\$130.00
Media Planner	Kristen	Davis	5/30/23	LTL Bankruptcy	Email developer and Shannon Wheatman about draft landing page	0.2	\$350.00	\$70.00

					Call with Shannon Wheatman to discuss draft digital advertisements and status of the case	0.5	\$350.00	\$175.00
Media Planner	Kristen	Davis	5/30/23	LTL Bankruptcy	Review Shannon Wheatman edits to draft digital ads	0.2	\$350.00	\$70.00
Media Planner	Kristen	Davis	5/30/23	LTL Bankruptcy	Contact national radio vendor for missing market rates	0.2	\$350.00	\$70.00
Media Planner	Jordan	Fox	5/30/23	LTL Bankruptcy	Review updates before sending to the team	0.4	\$350.00	\$140.00
Media Planner	Jordan	Fox	5/30/23	LTL Bankruptcy	Print updated rate cards	0.2	\$350.00	\$70.00
Media Planner	Justin	Washington	5/30/23	LTL Bankruptcy	Review wireframes for landing page	0.2	\$650.00	\$130.00
Expert	Shannon	Wheatman	5/30/23	LTL Bankruptcy	Email Genna Ghaul re: UST objection extension	0.1	\$650.00	\$65.00
Expert	Shannon	Wheatman	5/30/23	LTL Bankruptcy	Begin to rework print portion of media program to fit into new approval timeline	0.6	\$650.00	\$390.00
Expert	Shannon	Wheatman	5/30/23	LTL Bankruptcy	Call with Kristen Davis to discuss draft digital advertisements and status of the case	0.5	\$650.00	\$325.00
Media Planner	Kristen	Davis	5/31/23	LTL Bankruptcy	Email developer about changes to draft landing page	0.2	\$350.00	\$70.00
Media Planner	Jordan	Fox	5/31/23	LTL Bankruptcy	Update national radio plan to condense timeline	0.4	\$350.00	\$140.00
Media Planner	Jordan	Fox	5/31/23	LTL Bankruptcy	Request additional dayparts that were missing from new plan	0.5	\$350.00	\$175.00
Media Planner	Jordan	Fox	5/31/23	LTL Bankruptcy	Review budget summary comparisons	0.5	\$350.00	\$175.00
Media Planner	Justin	Washington	5/31/23	LTL Bankruptcy	Input Q4 rates and rework reach	2.5	\$350.00	\$875.00
Media Planner	Justin	Washington	5/31/23	LTL Bankruptcy	Create budget summary comparisons for different timeline for Jordan Fox's review	1.0	\$350.00	\$350.00
Expert	Shannon	Wheatman	5/31/23	LTL Bankruptcy	Continue to rework print portion of media program	1.9	\$650.00	\$1,235.00
Expert	Shannon	Wheatman	5/31/23	LTL Bankruptcy	Update media schedule	0.3	\$650.00	\$195.00
TOTAL:						142.2		\$70,020.00